



THE 2011 SPORTS MUSEUM ANNUAL FUND

LET'S KNOCK OUT BULLYING

Dear Friends:

Bullying has become a major problem in our schools and communities. We want to stop it. As co-chairs of *The 2011 Sports Museum Annual Fund*, we are writing to ask for your help in the fight.

The Sports Museum recently launched **Boston vs. Bullies**, a major new character initiative with a special focus on anti-bullying. Specifically, The Sports Museum is rallying and uniting the Boston sports community to help stamp out bullying for the benefit of the kids in our community.

Who better to speak out against bullying – in a way that will resonate with kids – than current players for the **Bruins, Patriots, Revolution, Red Sox, Breakers, Cannons, and Celtics?** In the coming months, you will see PSAs and programs that feature current professional athletes from all of these teams. It's all about harnessing the power of sports and the power of today's athletes as role models.

Boston vs. Bullies is a fight that Boston will win. But we need your help to come out on top.

Please consider donating \$100 or more to *The 2011 Sports Museum Annual Fund* to support our anti-bullying initiative (or any of our other mission-critical programs or initiatives that you might alternatively designate).

You can make your 100% tax deductible contribution online by visiting www.sportsmuseum.org/annualfund or by sending a check payable to "The Sports Museum" to The Sports Museum, 100 Legends Way, Boston, MA 02114. Either way, you would be helping us out enormously by contributing to our cause.

Thanks for anything that you can do to help us knock out bullying.

Sincerely,

Micky Ward
Boxing Champion
Friend of The Sports Museum

John Withee
EVP and CFO, New Balance Athletic Shoe, Inc.
Member, Board of Trustees, The Sports Museum